

## Sponsorship

### Join Us!

Writers & Books is pleased to invite you to become a sponsor of **Rochester Reads**, our signature event of 2023.

### Rochester Reads 2023 Public Events

- October 26** Rochester Reads Reception  
Author's Keynote & Book Signing
- October 28** Rochester Reads Book Festival



Called by Neil Gaiman “a glorious fantasy,” N.K. Jemisin’s New York Times bestselling novel **The City We Became** is a drama of human avatars navigating a society threatened by suspicion, corruption, racism, and xenophobia. Enchanted by the city’s electric beauty, characters unite to quash oppression and protect the metropolis from an ancient, otherworldly evil.

**N. K. Jemisin** is the Nebula Award-winning author of 11 books of speculative fiction, a 2020 MacArthur “genius,” and the recipient of an unprecedented three consecutive Best Novel Hugo Awards.

“A love letter, a celebration and an expression of hope and belief.” –NPR

### Rochester Reads, 2001 – Present

Launched in 2001 with Ernest Gaines’ award-winning novel *A Lesson before Dying*, Rochester Reads is a beloved city-wide tradition, inspiring readers to deepen self-understanding, engage thoughtfully with important issues and ideas, and connect with one another through the shared experience of literature.

### Shared Values

At Writers & Books we believe in the power and importance of the written word; that storytelling is a vital aspect of the human experience that unites humanity; and that lifelong reading and writing are the cornerstones of an enlightened citizenry. Like you, we are committed to leading greater Rochester forward to a diverse, inclusive future, ensuring that people of all ages and backgrounds have equal access to the joys, knowledge, and compassion that the arts inspire.

## Sponsorship Levels

### **Rochester Reads Gold Sponsor (x1) \$25,000**

Company banner at keynote  
Full-page ad in Festival Guide, back cover  
Name & logo in all promotional material  
Link to company website  
10 tickets to Rochester Reads VIP Reception  
Waived rental fee for private event at Gell  
Listing in Annual Report

### **Presenting Sponsor (x 2) \$15,000**

Company banner at keynote  
Full-page ad in Festival Guide, inside cover  
Name & logo in all promotional material  
Link to company website  
6 tickets to Rochester Reads VIP Reception  
Listing in Annual Report

### **Supporting Sponsor (x 10) \$5,000**

Full-page ad in Festival Guide  
Name & logo in all promotional material  
Link to company website  
4 tickets to Rochester Reads VIP Reception  
Waived rental fee for private event at Gell  
Listing in Annual Report

### **Benefactor (x 10) \$2,500**

Half-page ad in Festival Guide  
Name & logo in all promotional material  
Link to company website  
2 tickets to Rochester Reads VIP Reception  
Listing in Annual Report

### **Patron (x10) \$1,000**

Quarter-page ad in Festival Guide  
Name & logo in all promotional material  
Link to company website  
2 tickets to Rochester Reads VIP Reception  
Listing in Annual Report

### **Associate \$500**

Listing and logo in Festival Guide and on website  
1 Ticket to Rochester Reads VIP Reception  
Listing in Annual Report

### **Community Partner \$250**

Listing and logo in Festival Guide and on website  
Priority seating at Author's Keynote  
Listing in Annual Report

## Deadlines

**Sponsorship commitment: August 31, 2023**

**Ads & Logos: September 12, 2023**

**Payment: September 26, 2023**

**Contact Jeanne Strazzabosco, Gifts Officer**  
[jeannes@wab.org](mailto:jeannes@wab.org) | 585.944.1034 x 108

## Ad Copy Specs

- Minimum 300 dpi
- File Formats: JPG, PNG, PDF
- Dimensions:
  - Full Page: 5.5" x 4.25"
  - Half Page Vertical: 2.125" x 5.5"
  - Half Page Horizontal: 2.75" x 5.5"
  - Quarter Page 2.75" x 1.25"

## Response Form

**Sponsor name below** as you would like it to appear in promotional materials:

**Contact Name & Title below:**

**Contact Email below:**

**Contact Telephone below:**

**Sponsorship Level: \$**

## Methods of Payment

**Credit Card #**

**Expiration Date**

**CVV**

**Check made payable to "Writers & Books"**

Writers & Books  
740 University Avenue  
Rochester, NY 14067